



To fully utilize your Apple computer you need a printer that gives you professional performance. The IMAGEWRITER delivers speed, unmatched clarity of text and graphics for a low price that won't take a bite out of your Apple.



You're looking for a printer that's easy to use, compatible with your software and reliable. You'd like it to be fast and quiet, delivering high resolution graphics and versatile text. Look no further—the IMAGEWRITER is the natural choice.

Your APPLE IMAGEWRITER can accommodate a variety of papers. If your needs require printing on personal or office stationery, as well as on fanfold "computer" paper, roll stock, multipart forms and labels... the APPLE IMAGEWRITER can handle the job.

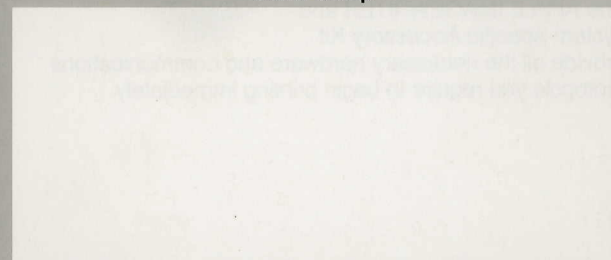


All you need to do.

See your local, authorized Apple Dealer today. There are more than 2,500 of them around the world, all staffed by experts who can describe the APPLE IMAGEWRITER to you in more detail and give you a hands-on demonstration of fast, quiet performance of the IMAGEWRITER.

They can tell you about Apple's great service and support, too. With over 1,500 authorized service centers worldwide, you're never far from help when you need it.

Dealer Stamp



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Imagewriter

The high performance dot matrix printer for all Apple systems



Improve Your Image

Improve your image, with APPLE'S IMAGEWRITER PRINTER. With the increased demands placed on all of us for fast, professional, crisp documents, it's critical to have the best support you can purchase. The IMAGEWRITER delivers performance to match your Apple system.

Your personal computer is an important investment, and Apple is dedicated to supporting your purchase. Selecting the right printer for your Apple system can be as critical as selection of the CPU system itself. The IMAGEWRITER makes that selection easy. It's simply the best dot matrix for your Apple system.



Why Apple?

Apple's foundation is built upon satisfying the personal computing needs of our customers. Our second generation printer products are a reflection of Apple's drive to provide you with the finest printer to complement and enhance the performance of your personal computer. Apple software experts designed the control electronics of the IMAGEWRITER to ensure software compatibility and the product performance you expect from Apple.

There are other good reasons for selecting an Apple product... like our comprehensive worldwide customer service program and our large national service network, providing assistance if ever a need occurs.

Give me a fast & quiet printer.

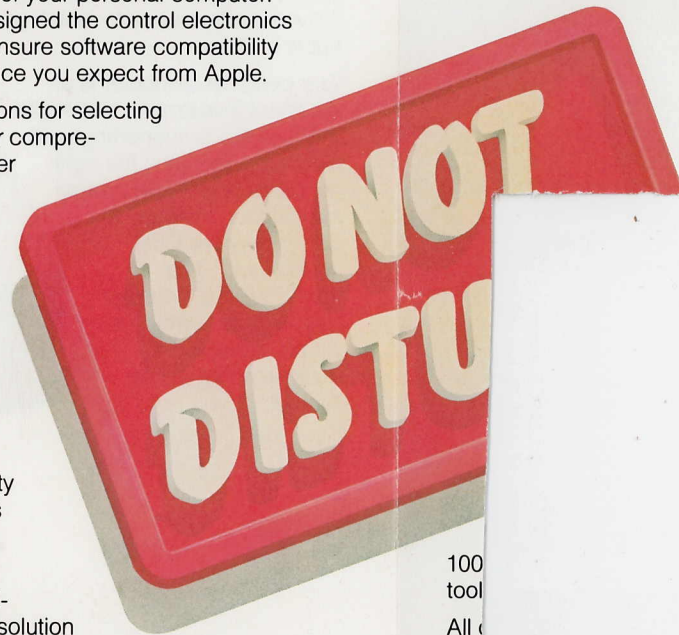
In an enhanced graphics mode the IMAGEWRITER prints 180 characters per second. For a higher density text it prints 120 characters per second.

The responsive speed and performance of the IMAGEWRITER provides a timely solution to those growing business demands for top quality output.

For the volume and diversity of your printing needs... proposals, memos, reports and business correspondence to charts and graphs, the APPLE IMAGEWRITER performs.

The APPLE IMAGEWRITER drastically reduces the time previously required for printing documents, resulting in increased efficiency. Your efforts materialize on paper fast and quietly.

Tired of your printer interrupting your creative thoughts? Ease back into your chair... continue your thoughts or your conversation, the APPLE IMAGEWRITER is truly quiet. Apple has optimized the design of the IMAGEWRITER to reduce the operating noise, resulting in a printer that is as quiet as background conversation. With our fully insulated cabinet design the IMAGEWRITER achieves a noise level less than 53 dBA, which is equivalent to background conversation.



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The performance you want and expect from Apple.

For the look you want, the performance you need and the reliability you expect from Apple... the IMAGEWRITER responds. The IMAGEWRITER is a compact printer designed, engineered and programmed to provide inexpensive yet flexible printing for your personal computer. The printer cabinet is not only quiet, but it's designed attractively, to reflect and complement the contemporary appearance of LISA, as well as the Apple II and Apple III system products. The IMAGEWRITER is not only aesthetically pleasing, it's functional as well. Utilizing a mere 16 x 12 inch space on your desktop, the IMAGEWRITER is designed to be placed within easy reach of your personal computer without taking up a lot of real estate.

The APPLE IMAGEWRITER and system-specific Accessory Kit provide all the necessary hardware and communications protocols you require to begin printing immediately.



Speaks your language and reflects your image.

Built into every IMAGEWRITER is the standard ASCII 96 character set plus 25 special European characters and down-loadable custom characters. What does this mean to you? You may design up to 175 additional characters. The APPLE IMAGEWRITER allows you to change character size, print compressed fonts and print in boldface.

This provides you the flexibility to print a full 132 column spreadsheet on 8½" width paper. The IMAGEWRITER also features both adjustable-width tractors and friction feed, so you can easily use continuous forms or single sheet paper (such as your personalized stationery or business letterhead). With either selection, you can print an original and three carbon copies.

With all this flexibility at your fingertips—just imagine the creative things you can do with the APPLE IMAGEWRITER.

The Bottom Line.

Whether you own a company or work for one, at home or a dedicated student, success can be simple with the right combination of tools and insight. The APPLE IMAGEWRITER provides the best solution. The IMAGEWRITER offers unmatched price/performance.